

INPUTS → ACTIVITIES → OUTPUTS →
OUTCOMES
**Short Term
Change in learning**
**Mid Term
Change in action**
**Long Term
Change in condition**

- Funding (various sources)
- Kelowna Community Resources (KCR)
- Public Health Dietitians (PHDs)
- Artists
- Community Partners
- Participants
- Videographers
- Art materials
- 6 Art Expos (location, promotional materials etc.)
- Website

- Engagement of community members from diverse backgrounds including Aboriginal people, multicultural/new immigrants, high school students, young children, and older adults
- Create 15 collaborative art-pieces on the topic of breastfeeding
- Develop 20 short videos
- Call for and jury 100+ independent artworks
- Develop Expo resources including an Art Catalogue, PowerPoint Presentation and Teacher's Guide
- Curate and host 6 Breastfeeding Art Expos across Interior Health Authority (IHA)
- Develop a How-to-Guide for future arts-based health programs
- Conduct evaluations of the impact on the artists, participants, community partners and public

- 18 community facilitating artists
- # of independent artists
- # of participants engaged
- # of people who attend the Expo (live and online)
- # of new community partnerships formed
- # of new partnerships between artists and community groups
- # of plain language and culturally appropriate breastfeeding resources developed
- 15 community art pieces created
- # of independent artworks selected for Expo
- # of media/promotional material developed
- 20 videos developed
- Option for full-length documentary

- Increase awareness of benefits of breastfeeding, especially among vulnerable populations
- Encourage new ways of thinking about health through art-based mediums
- Facilitate understanding and support for breastfeeding between and within cultures, families, ages and genders
- Improve artistic expression, development and social connectedness among artists, participants and community organizations
- Employment for 18 professional artist and connect them with community partners to build a sense of community and facilitate future work
- Offer facilitated learning opportunities for school children, youth and university /college students

- Support the work of the IH Breastfeeding Advisory Committee towards establishing Best Practice breastfeeding policies
- Create breastfeeding social support networks through community partners, local government, business and social media
- Provide evidence and support for the value of arts in improving health within IH practices
- Enhance art-and-health partnerships with community organizations, Interior Health (IH) , KCR, Schools and the Arts
- Renew traditional practices of breastfeeding among priority groups such as new immigrants, young moms and Aboriginals to shift cultural norms
- Restructure health services to support breastfeeding promotion into IH food security work
- Stimulate new research in the area of breastfeeding

- Reduce food insecurity among infants and children through breastfeeding therefore improve associated health outcomes
- Reduce the ecological footprint of infants by shifting from bottle feeding to breastfeeding
- Inspire creativity, reflection and social debate, and strengthen communities by encouraging social inclusion
- Develop interest and capacity for breastfeeding to be incorporated into the BC School Curriculum, and in college and university courses